# BTEC Assignment Brief

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| **Qualification** | Pearson BTEC International Level 3 Certificate in Information Technology<br>Pearson BTEC International Level 3 Subsidiary Diploma in Information Technology<br>Pearson BTEC International Level 3 Foundation Diploma in Information Technology<br>Pearson BTEC International Level 3 Diploma in Information Technology<br>Pearson BTEC Level 3 National Extended Diploma in Information Technology |
| **Unit number and title** | **Unit 19: Enterprise in IT** |
| **Learning aim(s)** (For NQF only) | **C:** Present a plan for a start-up IT enterprise using lean or traditional business principles |
| **Assignment title** | Presenting an IT Enterprise Plan |
| **Assessor** | |
| **Issue date** | |
| **Hand in deadline** | |

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| **Vocational Scenario or Context** | You are in the process of developing an IT based business idea with the intention of launching a company to implement the idea. You have now reached the stage were you are ready to present a plan for setting up and running the business to the people who could potentially back your new enterprise. |

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| **Task 1** | Prepare and present a clear and concise presentation of your well-reasoned and effective plan to start up an IT enterprise. Your plan needs to effectively deal with the issues that have to be considered when starting up a business and the rationale behind your plan. Your business plan should follow either lean or traditional business planning methods. Your presentation needs to be sharply focussed and clearly expressed to gain the attention of your potential backers.<br><br>Overall the plan and the presentation should be easy to understand by the audience. It should be logically structured, use appropriate technical language fluently throughout and use a high standard of written language. |
| **Checklist of evidence** | Business plan, presentation materials and video of the |

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| **required** | presentation |

| **Criteria covered by this task:** | |
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| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| C.D3 | Present clearly and concisely a well-reasoned and effective plan to start up an IT enterprise |
| C.M4 | Present clearly a reasoned plan to start up an IT enterprise. |
| C.P6 | Produce a basic plan to start up an IT enterprise. |
| C.P7 | Present, with some lack of clarity, a plan to start up an IT enterprise. |

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| **Sources of information to support you with this Assignment** | Evans, V. Essential Guide to Writing a Business Plan. FT Publishing. 978-1292085142<br><br>Clydebank Business. Business Plan, Quickstart guide. ClydeBank Media 2106. 978-1945051067<br><br>Maurya, A. Running Lean. O'Reilly 2012. 978-1449305178<br><br>Waite, R. Online Business Startup. Rethink Press 2015. 978-1781331149 |
| **Other assessment materials attached to this Assignment Brief** | *e.g., work sheets, risk assessments, case study* |